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1. A transfer foil for applying a decorative layer arrangement (7) formed by at least one lacquer layer (10, 11, 19) and a heat-activatable adhesive layer (14, 15) to a substrate (8), wherein the transfer foil includes a base foil (3) which is formed by a paper web and which is joined by means of a permanent adhesive (4) to the one surface of a carrier film (5), at the other surface of which is arranged the decorative layer arrangement (7) which is releasable from the carrier film (5) under the effect of heat and which on its side remote from the carrier film (5) has the heat-activatable adhesive layer (15) which serves for joining to the substrate (8), characterised in that the base foil (3) is siliconised on its surface (22) remote from the carrier film (5) and releasably adheres with said surface (22) to a carrier foil (1).

2. A transfer foil according to claim 1 characterised in that the base foil (3) with the carrier film (5) and the decorative layer arrangement (7) is subdivided into a plurality of label-like individual elements (17), wherein a plurality of such individual elements (17) are arranged on a carrier foil web (1) in such a way that they can be pulled off same.

3. A transfer foil according to claim 2 characterised in that the individual elements (17) are formed by stamping or perforation (16) of the base foil (3), the carrier film (5) and the decorative layer arrangement (7) along their intended peripheral edges.

4. A transfer foil according to one of the preceding claims characterised in that the decorative layer arrangement (7) is transparent and the adhesive layer (15) which serves for fixing the decorative layer arrangement (7) to the substrate (8) can be printed upon by means of a printer, for example a laser or thermal printer.

5. A transfer foil according to one of the preceding claims characterised in that the decorative layer arrangement (7) has at least one replication lacquer layer (11) provided at a surface with a structure (12) having an optical-diffraction and/or holographic action.

6. A transfer foil according to claim 5 characterised in that the structure (12) which has an optical-diffraction and/or holographic action carries a transparent layer (13) of a material whose refractive index is markedly higher than that of the transparent replication lacquer layer (11).

7. A transfer foil according to claim 5 and claim 6 characterised in that the structure (12) having an optical-diffraction and/or holographic action carries a vapour deposited layer (13) of ZnS, TiO₂, SiO or a material which is of a similar effect in terms of refraction.

8. A transfer foil according to one of the preceding claims characterised in that the heat-activatable adhesive layer serving for fixing to the substrate (8) is formed by two adhesive layer portions (14, 15), between which is arranged a marking (19) produced in a printing process.

9. A transfer foil according to claim 8 characterised in that the marking (19) is formed by printing inks which are perceivable only upon illumination with light of predetermined wavelength ranges.

10. A transfer foil according to one or more of the preceding claims characterised in that it includes the following mutually adjoining constituents:

- a carrier foil web (1),
- a web (3) of silicone paper which releasably adheres with its siliconised surface (22) to the carrier paper web (1),

- a carrier film (5) which is joined by means of a permanent adhesive (4) to the non-siliconised surface of the silicone paper web (3), and on the free surface of which there are successively provided:

- a release layer (9) which is present only if necessary,
 - a transparent replication lacquer layer (11) having at its surface remote from the carrier film (5) a structure (12) which has an optical-diffraction and/or holographic action,

- a layer (13) which covers the structure (12) at least in a region-wise manner and which is of a material of a high refractive index in comparison with the replication lacquer layer (11),

- a heat-activatable adhesive layer (14), and

- possibly a second heat-activatable adhesive layer (15) and between the two heat-activatable adhesive layers (14, 15) a printed marking (19), wherein

- the replication lacquer layer (11), the layer (13) of highly refractive material and the heat-activatable adhesive layer or layers (14, 15) are transparent and the adhesive layer (15) forming the surface of the transfer foil, which is remote from the carrier foil web (1), is formed by a material which can be printed upon by means of a printer.

11. A process for the production of a transfer foil according to one of the preceding claims, characterised in that in a first process step a hot stamping foil (6) including the carrier film (5) with the detachable decorative layer arrangement (7) comprising at least one lacquer layer (10, 11, 19) and a heat-activatable adhesive layer (14, 15) is produced, which hot stamping foil in a second process step is fixedly joined by means of a permanent adhesive (4) to an adhesive composite comprising a carrier foil (1) and a base foil (3) which is siliconised on its surface (22) remote from the carrier film (5).